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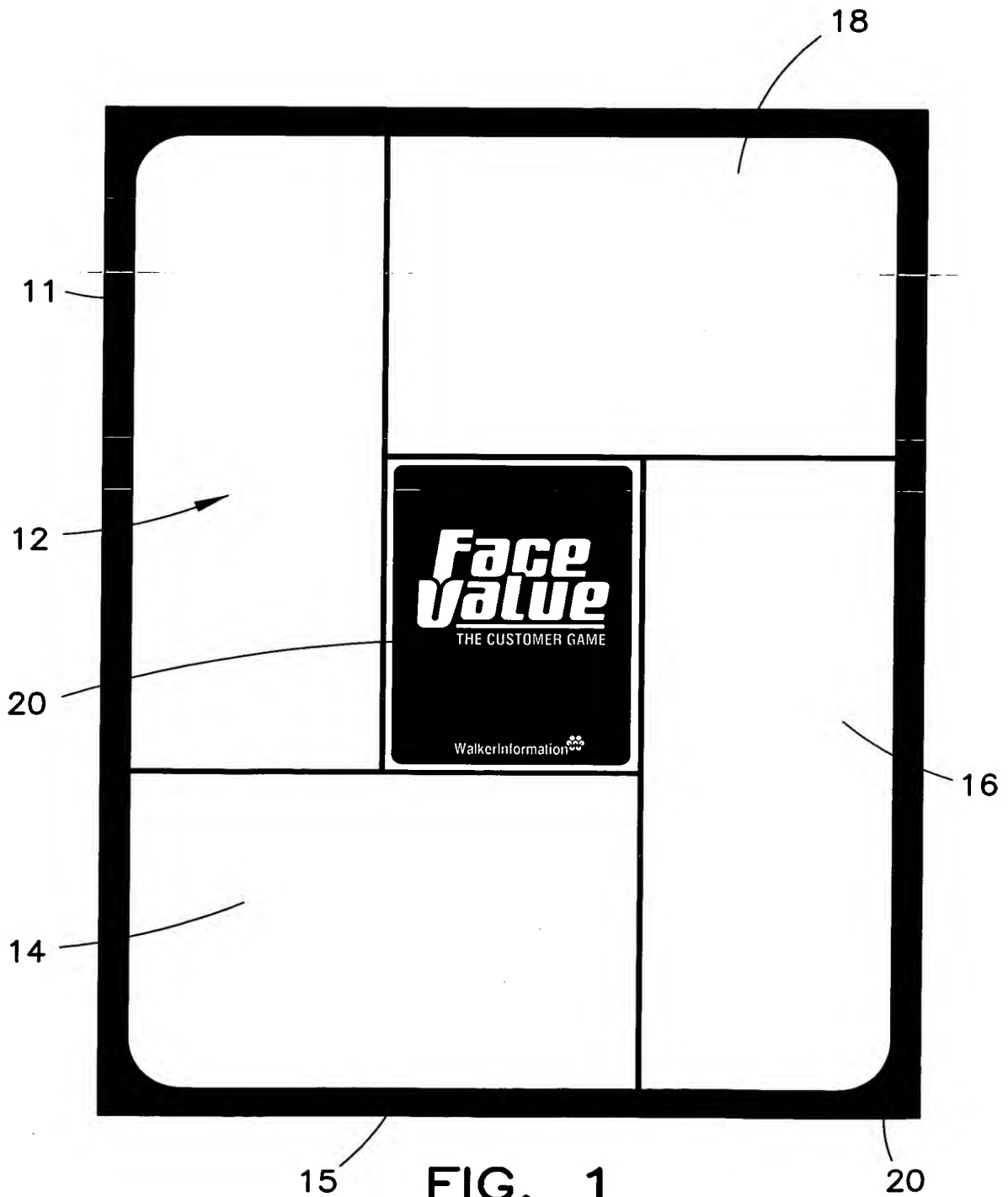


FIG. 1

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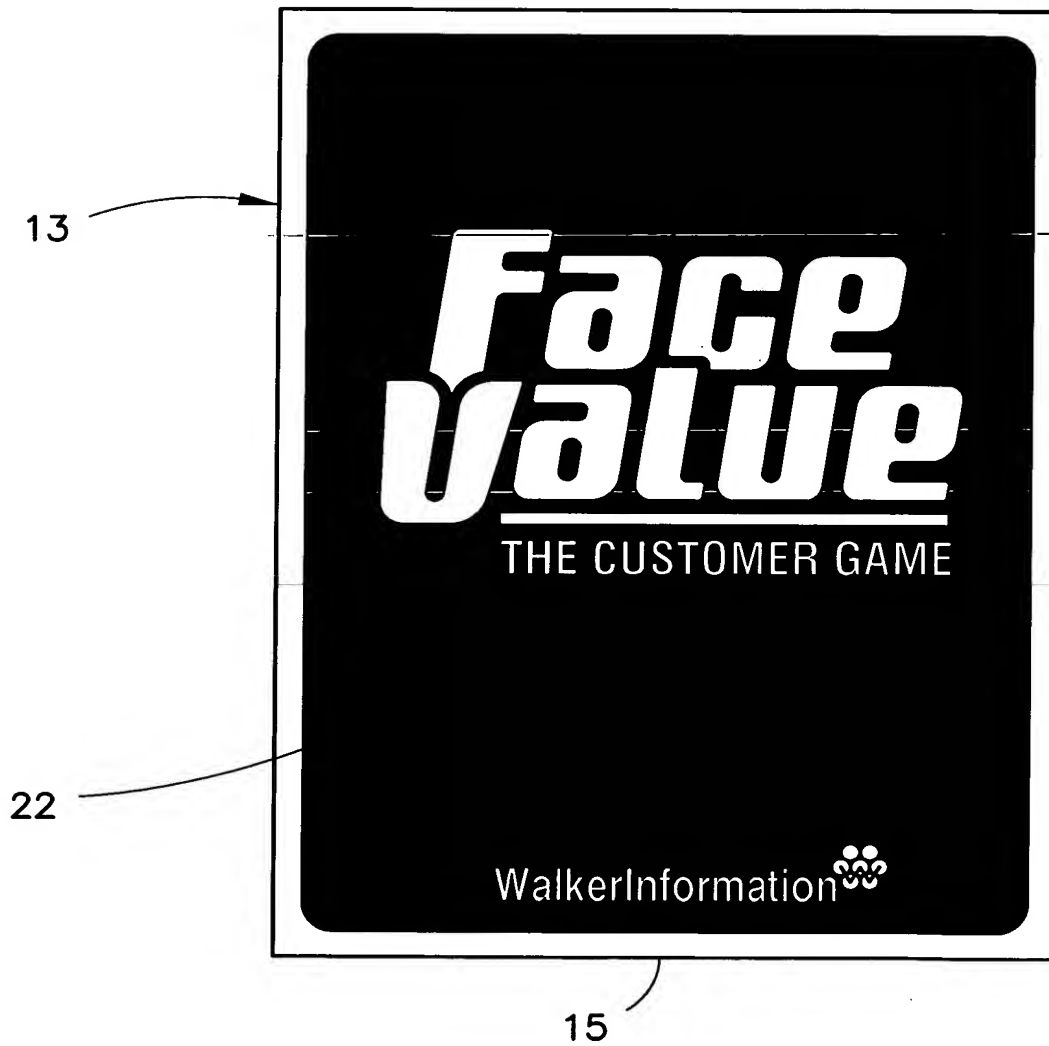


FIG. 2

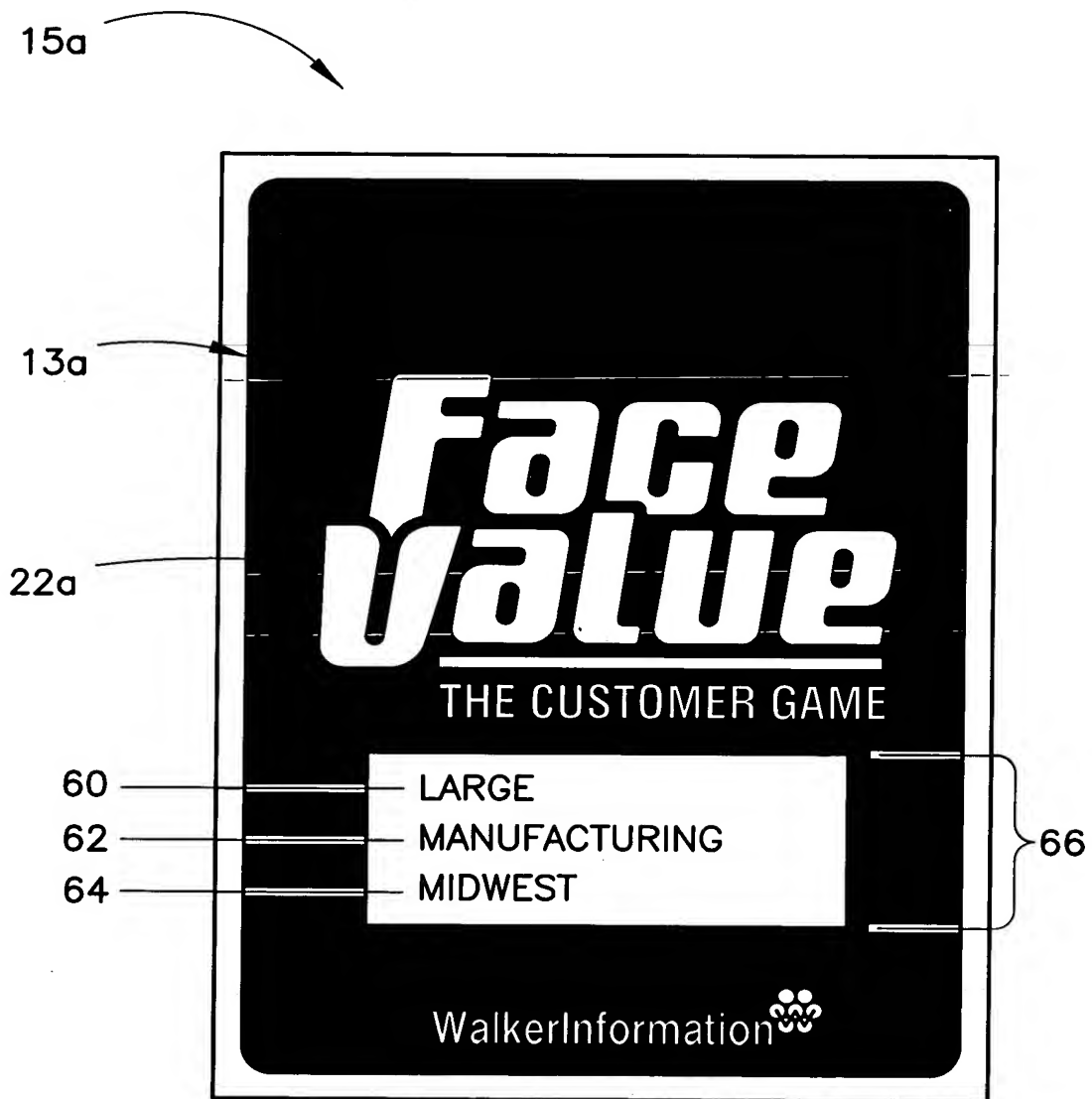


FIG. 2a

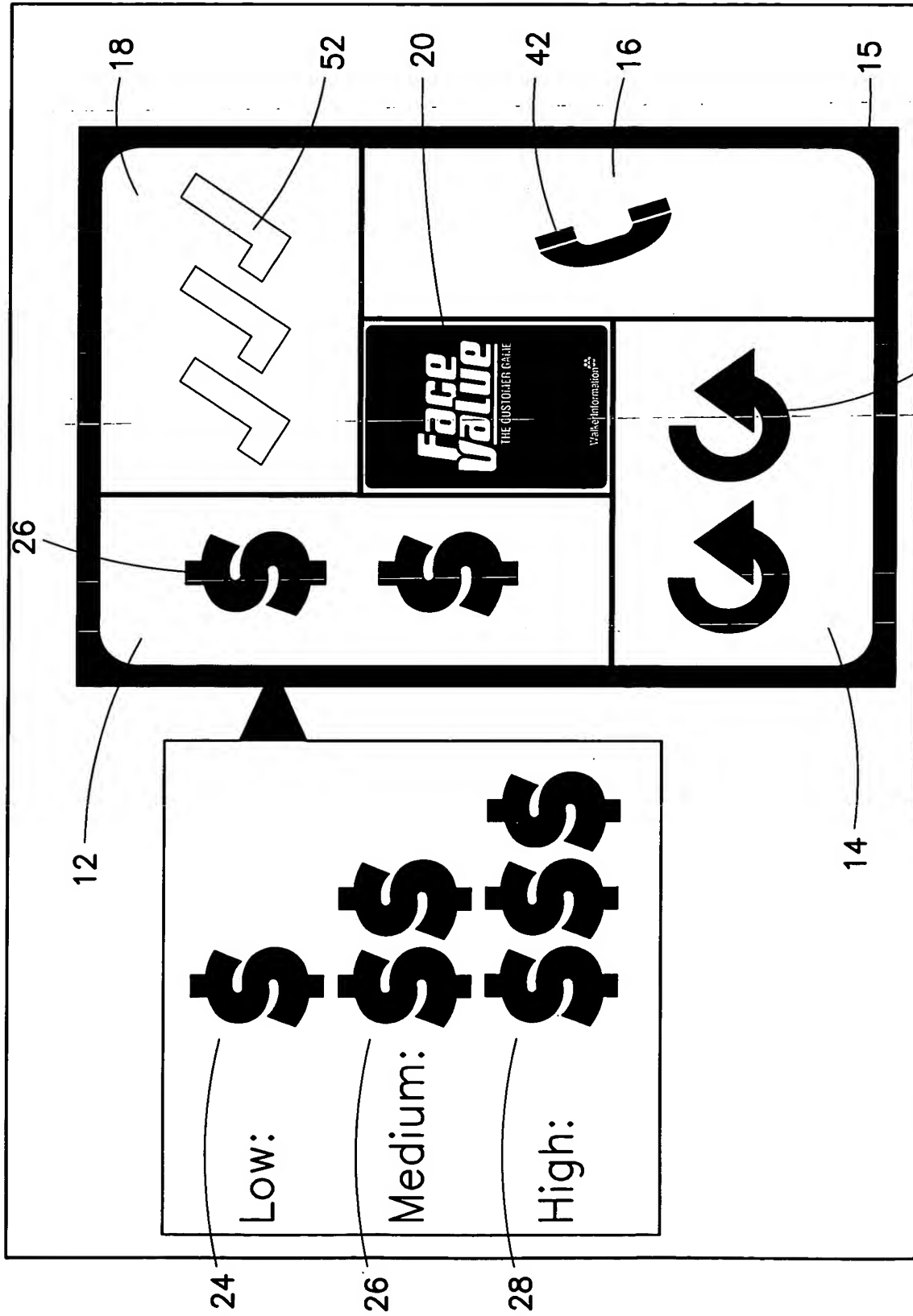


FIG. 3

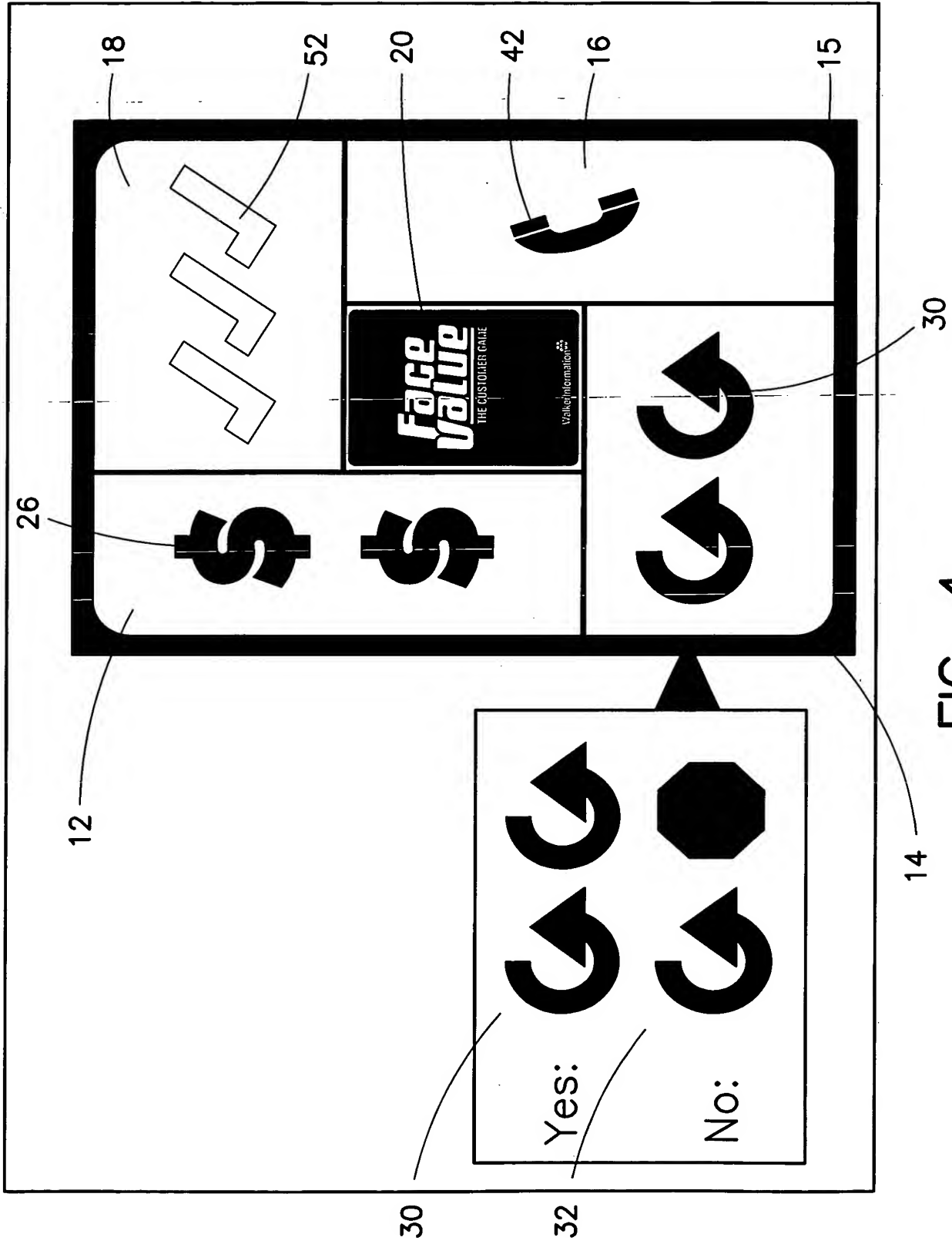


FIG. 4

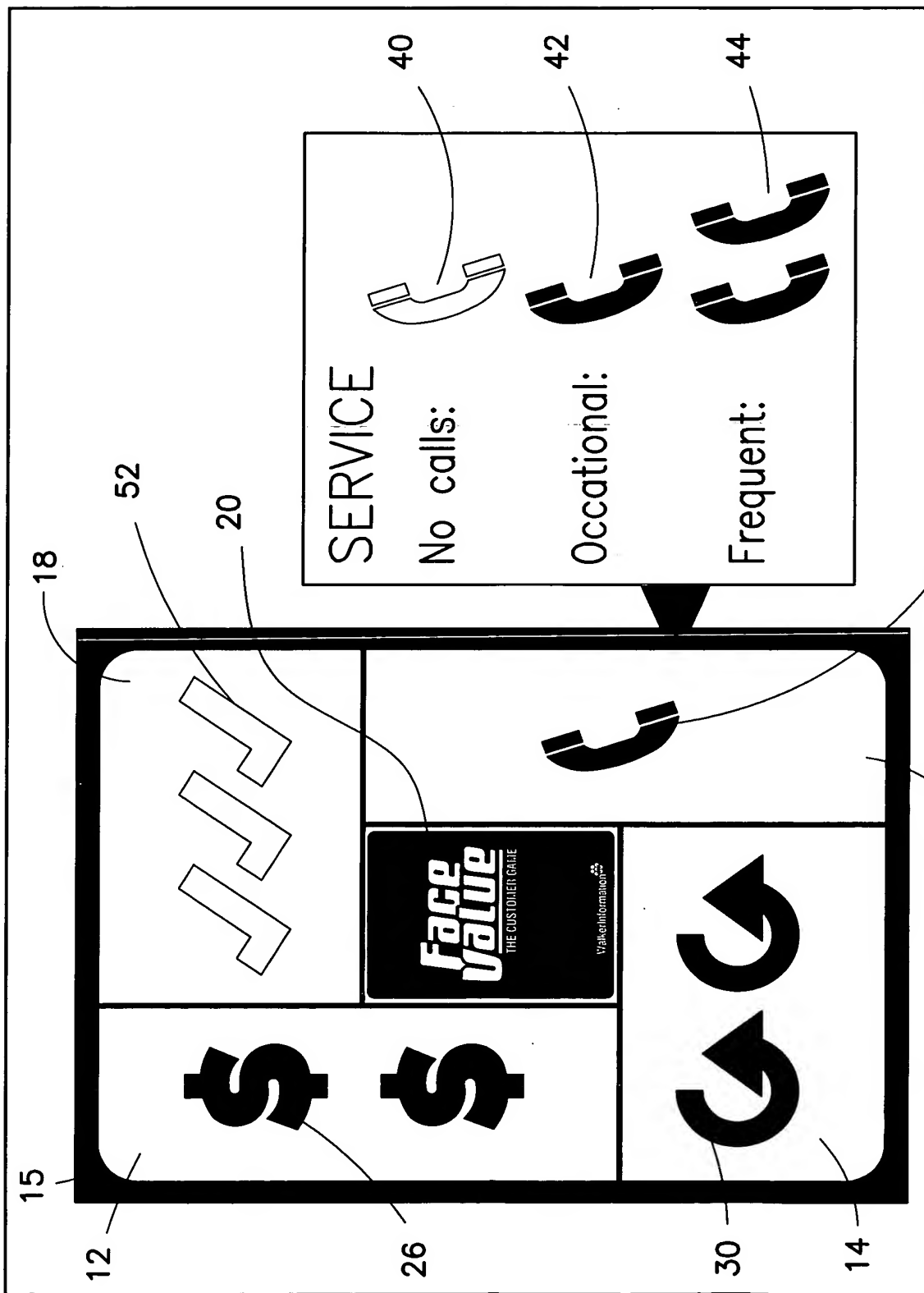


FIG. 5

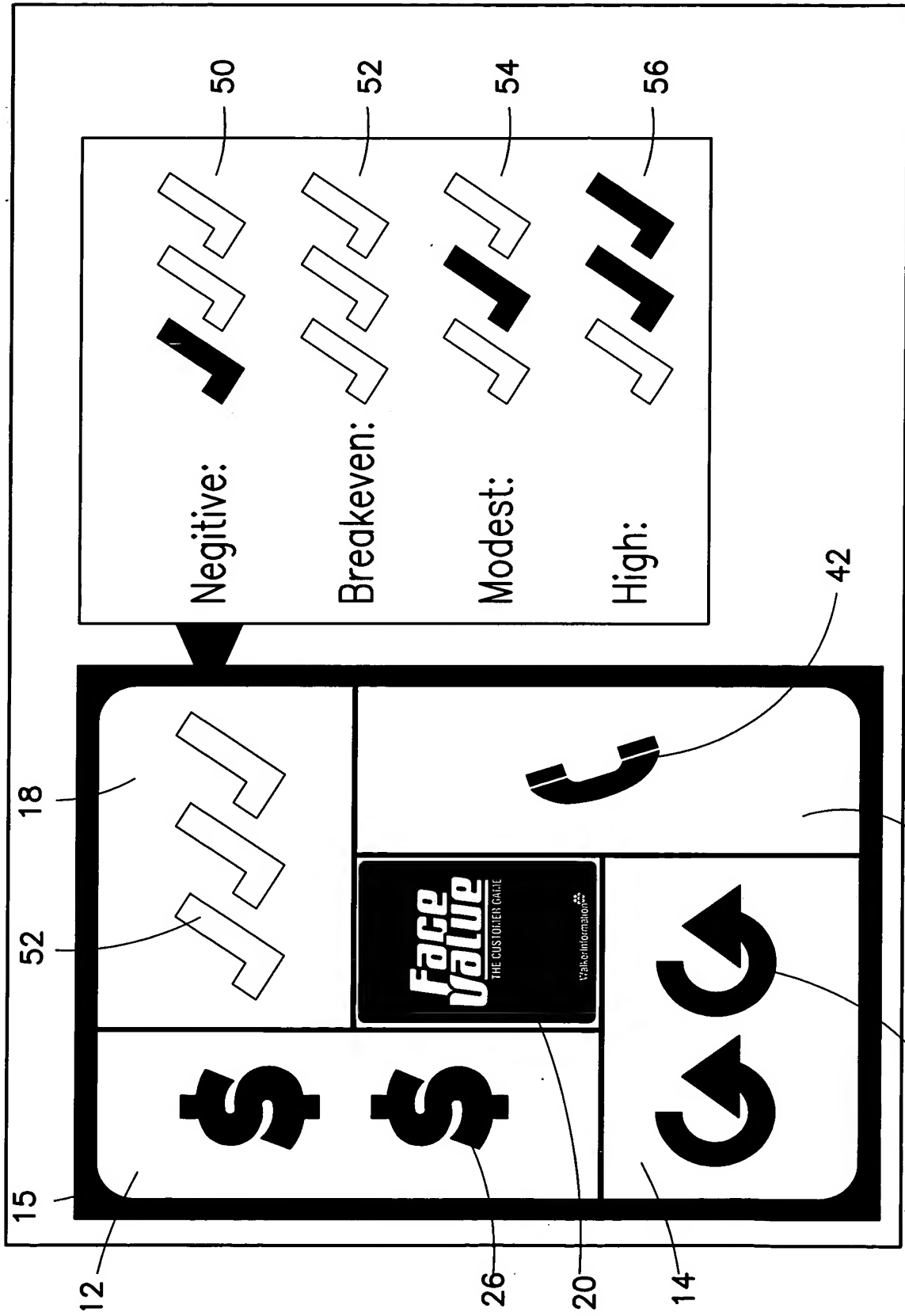


FIG. 6

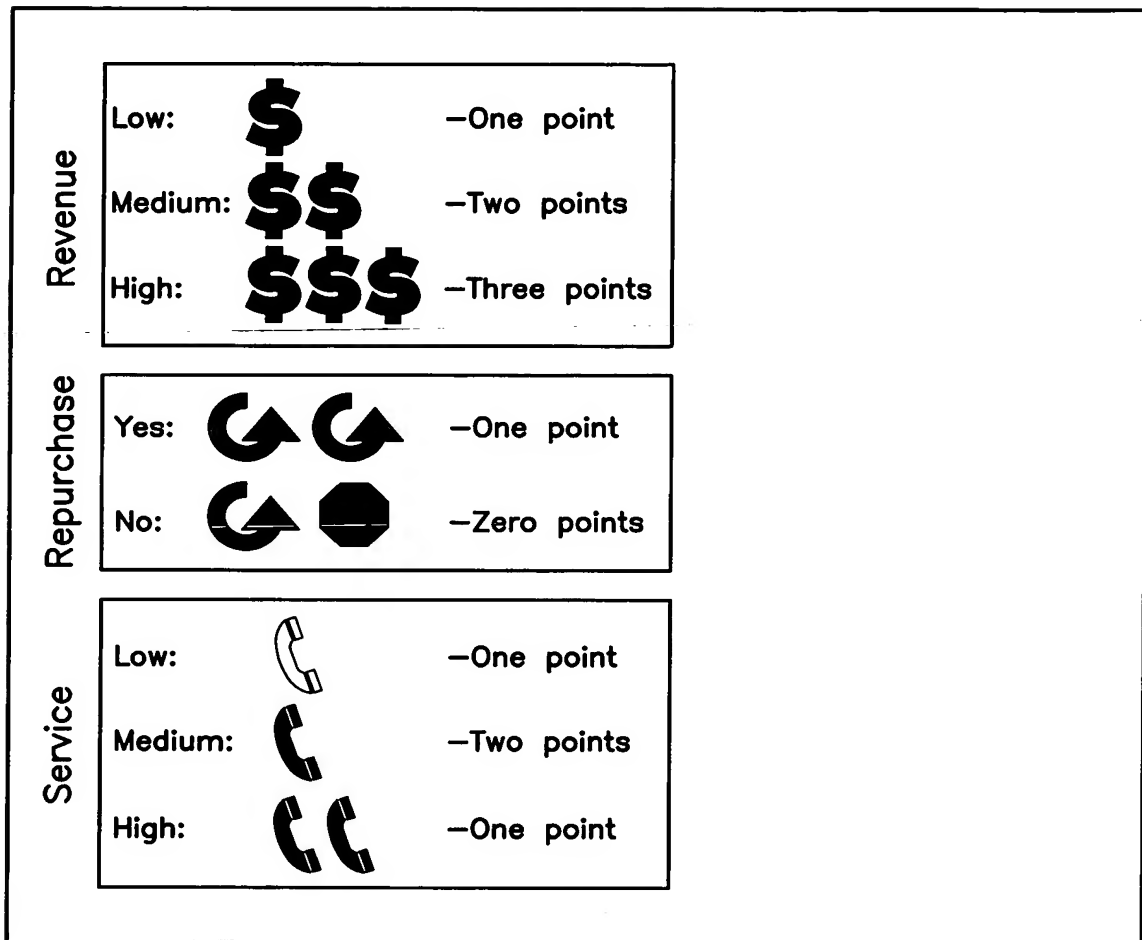


FIG. 7

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206

FaceValue
THE CUSTOMER GAME

207 200

Score Card 1

205	Player:	1	2	3	4	5		
210	Revenue \$	211	212	213	214	215		
220	Repurchase ↻	221	222	223	224	225		
230	Service ☎	231	232	233	234	235		
260	TOTAL	261	262	263	264	265		280

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FIG. 8

306

FaceValue
THE CUSTOMER GAME

307 300

Score Card 2

305	Player:	1	2	3	4	5		
310	Revenue \$	311	312	313	314	315		
320	Repurchase ↻	321	322	323	324	325		
330	Service ☎	331	332	333	334	335		
340	Profit ✓✓✓	341	342	343	344	345		
350	Loyalty ■	351	352	353	354	355		
360	TOTAL	361	362	363	364	365		380

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FIG. 10

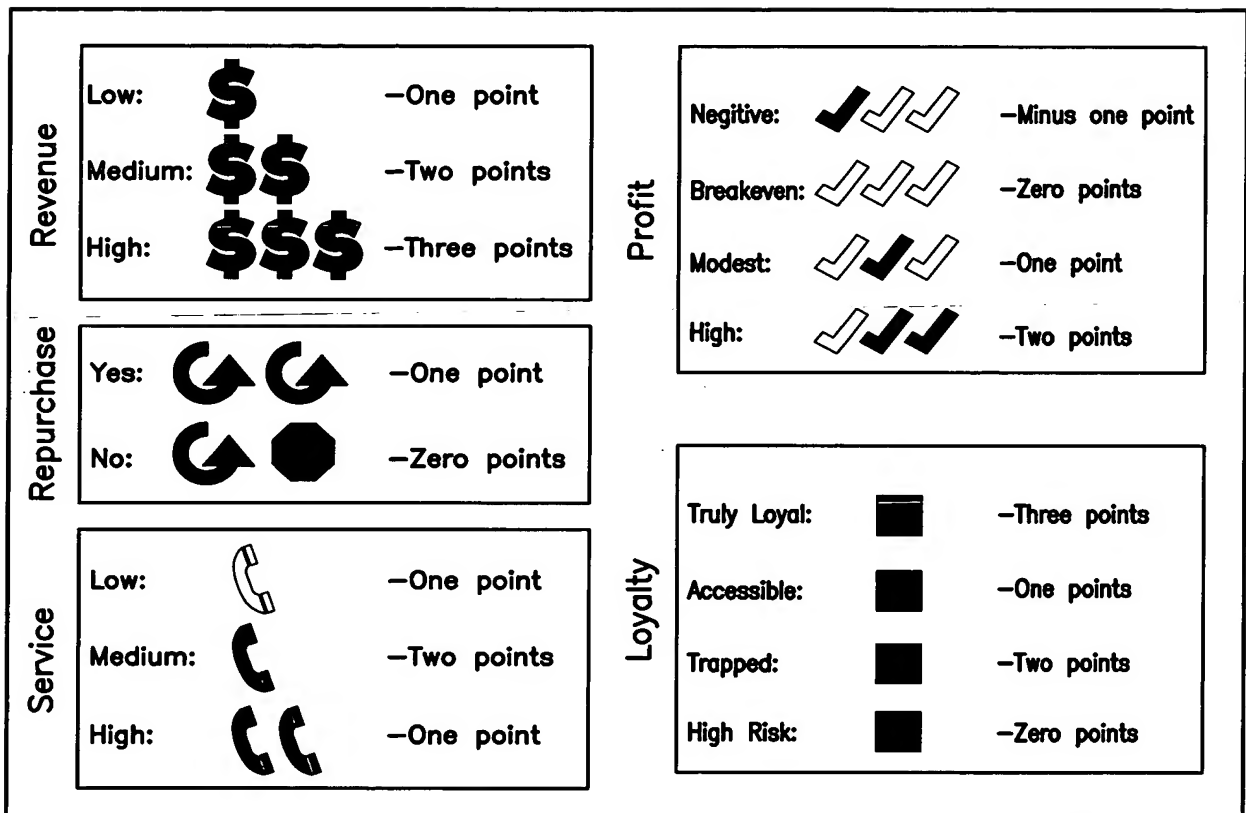


FIG. 9

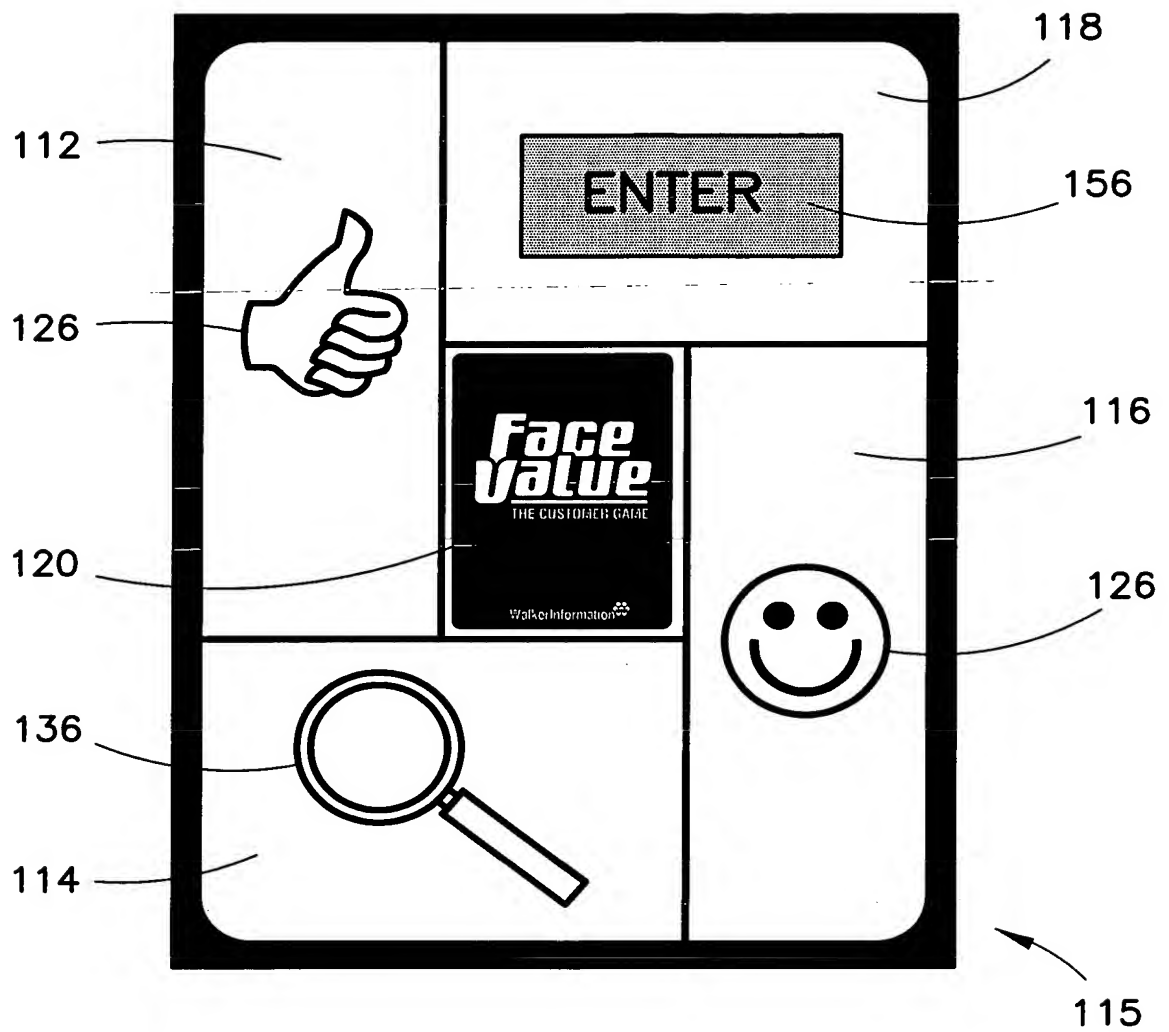


FIG. 11

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